

## MINUTES

### Health Information Technology and Transparency Advisory Council and Ad Hoc Expert Meeting

Georgia Tech Research Institute  
Room 119B  
July 18, 2007  
9:00 A.M- 4:00 P.M.

#### Members Present

Jeffrey G. Broka	Dr. James Buehler	Marsha Burke
Dedra Cantrell	Dr. Jack Chapman	Tod Cintron
Monye Connolly	Greg Fields	Duane A. Kavka
R. Scott Leavell	Laura Linn	Patricia Massey
Doug Moses	Dr. Winston Price	Gayle Ransom
Sonya Smith	Dennis L. White	William Zimmerman

#### DCH Staff Present

Ruth Carr	Carrie Downing	Charemon Grant
Matt Jarrard	Sara Lambert	Diane Manheim
Alicia McCord-Estes	Altamese Morris	Sonny Munter
Toni Phillips	Robert Rozier	Tinnera Rumph
Denise Williams		

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Chairperson Dr. Winston Price called the meeting to order at 9:20 a.m., at the Georgia Tech Research Institute (GTRI) located at 205 14<sup>th</sup> Street, N.W., Atlanta, GA 30318 in Room 119B. A quorum of the board was not present. The meeting commenced with the Chairman requesting comments, modifications, etc., regarding the June 20, 2007 minutes, and motion for approval deferred until August 2007.

General Counsel Charemon Grant reported that the Georgia Health Information Technology and Transparency Advisory Board is the leading organization tasked in developing a consumer-centric health transparency website with the assistance of the Transparency Standing Committee. The Department of Community Health (DCH) has worked diligently in identifying certain elements to be represented on this website as well as composing a Request for Proposal (RFP). The RFP, a procurement process to select a vendor to assist in achieving the Board's goal, is in the final draft. The target date for bid posting is July 21, 2007 and the effective date for the Transparency website is January 1, 2008.

Legislative and External Affairs Director, Carrie Downing, briefed the Board on the HIT Community Forums. A series of seven (7) community forums were conducted throughout the state to solicit diverse consumer feedback as the Board outlines the RFP to construct the Transparency website. The forums were conducted in Macon, Savannah, Rome, Columbus, Moultrie, Royston, and Marietta. DCH partnered with several community groups such as geriatrics, hospitals, chambers of commerce, etc., to obtain excellent participation across the health spectrum. As a basic forum format, DCH provided an overview of its initiatives and divided the audience into focus groups (i.e., nursing home, pharmacy, hospitals, nursing home alternatives, health insurers, etc.), asking broad questions about internet usage, internet sources for information, favorite sites and specifically partiality to these sites. DCH also displayed websites from other states to ascertain what to develop or reposition in building our site. Universal feedback was as follows:

- “Google”, the public believes a search engine is very important and validates the data, especially in rural Georgia
- URL website primary preference believing it’s non-commercial
- Healthcare information websites should be presented a fifth to eighth grade reading level enable users to digest the data, and use it effectively for decisions/selections
- Multiple ways of obtaining information, such as contact information, etc.
- Data assistance in selecting a nursing home, what information would be useful in making decisions (i.e. a checklist of factors to consider in making decisions, financial data specific to Medicare and Medicaid, quality of life, types of services/amenities, etc.)
- Nursing Home facility illustrations, not as marketing tool but a trust/credibility mechanism
- In regards to pharmacy, audience acknowledged a desire to have a search by zip code to determine what is closest to their home, if a specific pharmacy carried their insurance, cost information, general information as to refills, locations, hours, delivery service, flu shots

The audiences were very candid and pleased in the manner of DCH educating them regarding its goals. Diane Manheim, Transparency Project Manager, will compile a summary outlining specifics at each forum; which will be distributed for review and discussion at the August, 2007 meeting.

Chairperson Dr. Price noted the primary challenge for the healthcare and consumer communities will be internet accessibility. A discussion ensued regarding text-based sites, high-speed density maps in Georgia, broad-band grants, etc. The Chairman requested DCH stress upon the Governor and in Grant applications the needs of particular communities (i.e., at risk populations, health disparities, etc.) benefiting from this initiative; and, the Department’s efforts to reach out to communities in accessing healthcare delivery information.

Chairperson Dr. Price welcomed comments regarding “E-Prescribing” and Mr. James Reese, Pharmacy Association, provided an update. The Centers for Medicaid and

Medicare Services (CMS) legislation mandates prescriptions funded by CMS must be “E-Prescribed” or inscribed on tamper resistant prescription pads, effective October 1, 2007. The mandate is targeted toward the physician community but places pharmacists in a position where they will likely not be paid (i.e., filling free prescriptions). The pharmacy community is prepared for E-Prescribing, ready to be tested but this issue will soon become a massive dilemma. Mr. Reese believes E-Prescribing is a healthcare savings for consumers but pharmacies will have to underwrite most of the cost due to the present system setup. Discussions ensued regarding E-Prescription certifications, criteria, practice management systems, EMR modules, etc.

Dr. James Buehler inquired about the HITT Executive Committee, its members, disclosure of sessions, agenda/feedback, adherence to HITT By-Laws; and, once the Advisory Board completes its tasks of initiating the Transparency website, focus on outstanding tasks from the Board Retreat and other issues to be addressed.

Dr. Buehler reported on the Health Information Exchange Standing Committee emphasizing the Communications Subcommittee’s objectives/scope is identifying appropriate stakeholders, the Privacy Subcommittee addresses privacy, confidentiality issues and the Technology Subcommittee articulates guidance ensuring adherence and consistency to technology standards guidelines, developed at national levels and promotes the goal of interoperability. Subcommittee Members were devoted to compiling the HIE Grant criteria and arranging in grant format for submission. Denise Williams, HIE Project Manager, provided a HIE Grant Timeline. The HIE Grant Notice of Awards will be announced no later than October 15. The HIE Standing Committee will conduct a final review today and be posted on SharePoint allowing absent Board Members to analyze prior to the August 1<sup>st</sup> deadline (posting date).

There being no further business to be brought before the Health Information Technology and Transparency Advisory Board Meeting at its July 18, 2007 session, Chairperson Dr. Price adjourned the meeting at 1:00 p.m.

THESE MINUTES ARE HEREBY APPROVED AND ADOPTED THIS THE  
\_\_\_\_\_ DAY OF \_\_\_\_\_, 2007.

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Russell J. Williams, Chairperson

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Chris Downing, Vice Chairperson